

# **A G E N D A**

## **City of St. Louis Website Policy Committee**

**When:** Wednesday, October 27, 2010, 2 PM  
**Where:** 1015 Locust, Ste 1200 (SLDC), Large Board Room  
**Subject:** City Website Policies

### **Members:**

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|----------------------------------|-----------------------------------|
| • Kara Bowlin, chair (Mayor)     | • Donna Brooks (Communication)    |
| • John Farrell (Comptroller)     | • Ivie Clay (SLDC)                |
| • Rory Roundtree (President BOA) | • David Newburger (Accessibility) |
| • Tom Stoff (County Offices)     | • Sonya Pelli (ITSA Web)          |

**In attendance:** Kara Bowlin, Donna Brooks, Ivie Clay, Will Hanses (for Tom Stoff), John Farrell, David Newburger, Rory Roundtree, Sonya Pelli

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- I. Welcome
- II. Review past meeting action item status
- III. Notification of site-wide changes (i.e. Website Launch date change)
- IV. Homepage links policy  
(Stoff 10/6/10; Farrell 10/25/10)
- V. Organizational listing (i.e. divisions nested under parent organization vs displayed as a list)  
(Stoff 10/6/10)
- VI. Redirection policy for stlouis.missouri.org. Timeframe, cost, effort  
(Stoff 10/6/10)
- VII. Content mining / development  
(Pelli 10/6/10)
- VIII. Proposed **2011** Meetings dates: 1/26/11; 4/27/11; 7/27/11; 10/26/11

### **Decisions made**

1. Community Event submission policy unanimously adopted after inclusion of:
  - Language for "non-partisan, non-political" events; and
  - Disclaimer "the City retains the right to amend its website policies from time-to-time."
2. Homepage and other Landing Pages News Approval Criteria submitted by Kara Bowlin unanimously approved

3. Homepage Link Policy:
  - **Pay Parking Tickets Link** - Current policy for **Popular Links** addresses request for link to be listed on homepage as it is a very popular resource.
  - **Investor Relations Link** addition – majority approved placing “Investor Relations” link on homepage horizontal navigation through FY 2011 at which time the decision will be re-evaluated per the policy established for amending standards and guidelines.
4. Develop and adopt a policy for amending standards and guidelines for the homepage and website. In the absence of policy, change requests are to be submitted in writing for inclusion in the agenda of the next Policy Committee meeting.
5. Meeting adjourned before discussion of agenda items V-VIII

## Action Items

1. **Sonya Pelli** and web team to investigate the ability of **google mini** to list search results by **relevance** and **popularity**.
2. **Sonya Pelli** and web team to:
  - a. add **Investor Relations** link to homepage horizontal navigation
  - b. create options on integration of Investor Relations link
3. **Sonya Pelli** and web team to research authoritative best-practices to bring to the committee as reference in developing policy for amending standards and guidelines for the homepage and website.
4. **David Newburger** to draft accessibility/usability statement to submit to policy group for approval (carried over from 7/27/10 action items)

## **Community Event Posting Policy**

\*red text indicates adopted changes to draft\*

All submissions will be reviewed before posting to the City's Calendar. The City has the discretion to determine which public events will be included in the calendar. The events should be **non-partisan and non-political** and provide entertainment, food or other attractions to a diverse population, and promote the economic benefits of tourism or enhance the quality of life of the community. All events must be open to the general public (for free or cost), located within the City of St. Louis, and organized for non-commercial and not for profit or for profit events registered with an approved special use permit (e.g. farmer's market). **The City retains the right to amend its website policies from time-to-time**

## **Homepage and Landing Pages News Posting Criteria**

Kara Bowlin will provide electronic version of Criteria